

AVIRTON HOUIK

**PRECISION.
PROFESSIONALISM.
PERFORMANCE.**

2026-27 PROGRAM OVERVIEW



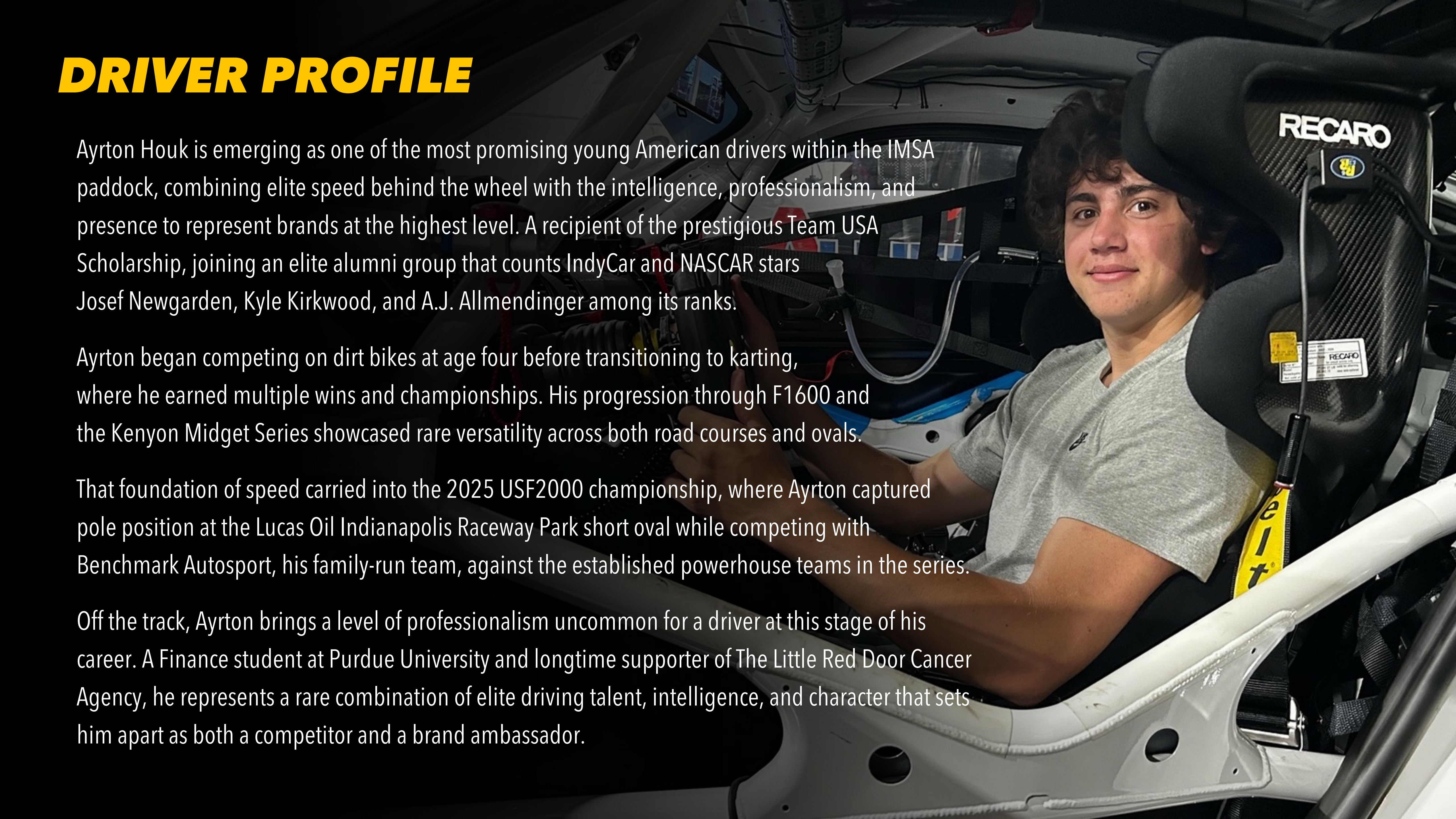
DRIVER PROFILE

Ayrton Houk is emerging as one of the most promising young American drivers within the IMSA paddock, combining elite speed behind the wheel with the intelligence, professionalism, and presence to represent brands at the highest level. A recipient of the prestigious Team USA Scholarship, joining an elite alumni group that counts IndyCar and NASCAR stars Josef Newgarden, Kyle Kirkwood, and A.J. Allmendinger among its ranks.

Ayrton began competing on dirt bikes at age four before transitioning to karting, where he earned multiple wins and championships. His progression through F1600 and the Kenyon Midget Series showcased rare versatility across both road courses and ovals.

That foundation of speed carried into the 2025 USF2000 championship, where Ayrton captured pole position at the Lucas Oil Indianapolis Raceway Park short oval while competing with Benchmark Autosport, his family-run team, against the established powerhouse teams in the series.

Off the track, Ayrton brings a level of professionalism uncommon for a driver at this stage of his career. A Finance student at Purdue University and longtime supporter of The Little Red Door Cancer Agency, he represents a rare combination of elite driving talent, intelligence, and character that sets him apart as both a competitor and a brand ambassador.



AGE: 22. Born: 8/10/03 / **HEIGHT:** 5'9" **WEIGHT:** 155

HOMETOWN/RESIDES: McCordsville, IN

ACADEMICS: Purdue University West Lafayette – BS Finance

HOBBIES: Mountain Biking, Dirt Bike Riding, Snowboarding, Weightlifting

FAVORITE TRACKS: Indianapolis Motor Speedway, Mid-Ohio, Brands Hatch

CURRENT TEAMS: CSM Motorsport, JK Racing

CURRENT PARTNERS: Little Red Door Cancer Agency • Binkley's Kitchen & Bar
Wings and Wheels Foundation • Cornerstone Environmental

RACING GOALS: To compete at the highest level of racing and win multiple IMSA Series Championships.

PHILANTHROPY: Supports Little Red Door Cancer Agency by fundraising, event leadership and volunteering at Camp Little Red Door for kids impacted by cancer. Ambassador for Wings and Wheels Foundation.

*"Racing has been a part of my life as long as I can remember. Growing up in Indianapolis, I've been going to the Indy 500 every year dreaming of one day becoming a driver. Racing has seeped into every aspect of my life and I can't imagine not being around some aspect of racing in the future." - **Ayrton Houk***

 @Ayrton.Houk.Racing  @AyrtonHoukRacing  @AyrtonHouk  AyrtonHoukRacing.com



CAREER HIGHLIGHTS:

2025:

- **USF2000 CHAMPIONSHIP**
 - Pole position at Lucas Oil Raceway (set track record)
 - 6 Top-10 finishes
 - Competed with Benchmark Autosport (Father/Son team) against established championship programs

2024:

- **USF2000 CHAMPIONSHIP**
 - Multiple top 10s
- **F1600 CHAMPIONSHIP SERIES**
 - 2 wins and a 2nd place in only race weekend run (3 races)
- **KENYON MIDGET SERIES**
 - Race wins and podium finishes in competitive oval racing



2022-23:

- **TEAM USA SCHOLARSHIP RECIPIENT ('23)**
 - One of two drivers selected annually
- **F1600 CHAMPIONSHIP SERIES ('22-'23)**
 - Runner-up in championship standings
- **LUCAS OIL FORMULA CAR RACE SERIES ('22)**
 - Tied for P3 in the series championship

2019-21:

- Kenyon Midget Series Champion ('21)
- Winner - Lucas Oil School of Racing Scholarship Shootout ('21)
- Winner - KMS Most Improved Driver Award ('20)
- Winner - SCCA Autumn Classic at Mid Ohio ('20)

KARTING CAREER HIGHLIGHTS:

- Southern Indiana Racing Association (SIRA) Junior Driver of the Year
- Champion - SIRA Yamaha Jr
- Elkhart Grand Prix Winner in two classes: **Yamaha Jr + L0206 Jr**



TRACK RECORDS:

YEAR	TRACK	DIVISION
2026	Michelin Raceway Road Atlanta	FRP F1000
2025	Lucas Oil Indianapolis Raceway Park	USF2000 (quali 2-lap record)
2022	Barber Motorsports Park	FRP F2000
2021	World Wide Technology Raceway	FRP F1600
2021	Mid-Ohio Sports Car Course	SCCA F1600
2021	Anderson Speedway	Kenyon Midget Series
2021	Indianapolis Speedrome	Kenyon Midget Series

PERSONAL AWARDS:

- 2021 Forum Credit Union Young Entrepreneur of the Year
- 2023 Deans List Purdue University West Lafayette, IN
- 2023 Team USA Scholarship Winner
- 2024 USF Pro Championship Spirit Award
- 2024 USF 2000 Move of the Year Award



ABOUT IMSA MICHELIN PILOT CHALLENGE

Ayrton Houk competes in the IMSA Michelin Pilot Challenge, one of the most competitive championships within the IMSA ecosystem.

The series features GT4-spec sports cars from major global manufacturers including Porsche, Toyota, Ford, BMW, Aston Martin, and Mercedes-AMG, and runs alongside the IMSA WeatherTech SportsCar Championship at many of North America's premier racing events, delivering strong exposure across broadcast, streaming, and digital platforms.

Ayrton competes with Czabok-Simpson Motorsport (CSM), a well respected team known for its competitive presence and professional race operations within the series. For partners, the platform provides a premium environment for brand visibility, hospitality, and direct engagement with fans, executives, and decision-makers across the motorsports industry.



2026 IMSA MICHELIN PILOT CHALLENGE SCHEDULE



DATES	TRACK	LOCATION
JAN 21-25:	Daytona International Speedway (4 hrs)	Daytona Beach, FL
MAR 18-21:	Sebring International Raceway	Sebring, FL
MAY 1-3:	WeatherTech Raceway Laguna Seca	Monterey, CA
JUN 5-7:	Mid-Ohio Sports Car Course (4 hrs)	Lexington, OH
JUN 25-28:	Watkins Glen International	Watkins Glen, NY
JUL 10-12:	Canadian Tire Motorsport Park	Bowmanville, ONT
JUL 30-AUG 2:	Road America	Plymouth, WI
AUG 20-23:	VIRginia International Raceway	Alton, VA
SEP 18-20:	Indianapolis Motor Speedway	Indianapolis, IN
OCT 1-3:	Michelin Raceway Road Atlanta	Braselton, GA

- All race weekends feature two 50-minute races
- All North American races are streamed live on YouTube and Peacock



IMSA'S MOMENTUM:

THE SPORTS CAR RENAISSANCE

RECORD GROWTH. RISING ENGAGEMENT. PRIME TIME FOR BRANDS.



TV VIEWERSHIP

- Highest in over a decade - Up **70%** YOY
- Averaging **93K+** viewers per race on NBC / USA



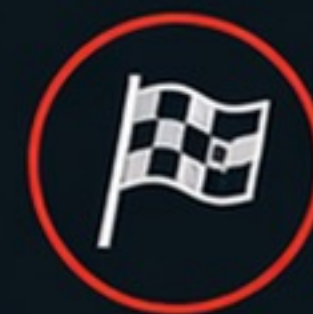
DIGITAL GROWTH

- **1.06M+** YouTube Subscribers
- **891K+** Instagram Followers
- Expanding accessibility via YouTube + livestream coverage



FAN ENGAGEMENT

- **100k+** fans at the Motul Petit Le Mans sold-out finale
- Merchandise Sales up **28%** YOY
- **11%** increase 18–34 Fan Demo



MANUFACTURER INVOLVEMENT

- **18** brands competing is the most of any global racing series



WHAT IT MEANS FOR BRANDS

- Rising audience + fresh energy = right time to invest
- Younger fanbase makes the sport relevant to modern consumers
- Global OEM participation adds credibility + reach
- High live attendance means experiential activation opportunities
- Digital integration (IMSA + drivers) drives measurable visibility

“IMSA is experiencing its best viewership in more than a decade, fueled by record manufacturer participation and a younger, more engaged fanbase.” — Sports Business Journal, Oct 2025

**A RISING SERIES. A RISING DRIVER.
A PERFECT TIME TO PARTNER.**

IMSA'S MOMENTUM: **WHO YOU'RE REACHING**

AN AFFLUENT, INFLUENTIAL, AND HIGHLY ENGAGED AUDIENCE



AFFLUENT + EDUCATED

- **\$115K** average household income
- **25%** net worth \$1M+
- **57%** hold a bachelor's degree or higher



BUSINESS DECISION MAKERS

- **67%** more likely to be business owners
- **2x** as likely to be C-level executives
- **36%** more involved in purchase decisions



SPONSOR-RESPONSIVE CONSUMERS

- **86%** more likely to consider sponsor products
- **74%** more likely to recommend brands they see in IMSA



GROWTH AUDIENCE

- **176M** U.S. adults interested in IMSA
- Skews younger (avg. 44), more female (46%), more affluent **13% \$150K** HH income



IMSA delivers not just fans, but *high-value consumers* and *decision-makers* who actively engage with partner brands.

ACTIVATION EXAMPLES

- **RACE WEEKEND CONTENT SERIES**

Branded content capturing the energy of race weekends, including behind-the-scenes access, driver insights, and on-track action distributed across social and digital platforms.

- **VIP CLIENT EXPERIENCES**

Hosting key clients and partners at IMSA events with access to the paddock, pre-race grid, and team environment, creating memorable experiences that strengthen business relationships.

- **BRAND STORYTELLING & CAMPAIGN INTEGRATION**

Integrating the partnership into broader marketing campaigns through photo, video, and digital content aligned with brand messaging and objectives.

- **EMPLOYEE ENGAGEMENT & INTERNAL MARKETING**

Utilizing the partnership to engage employees through exclusive content, event access, and appearances, reinforcing company culture and pride

- **DEALER / RETAIL PROMOTIONS**

Driver appearances, show car activations, and promotional campaigns tied to retail locations or regional markets.





**A PLATFORM BUILT FOR PERFORMANCE.
A PARTNERSHIP BUILT FOR IMPACT.**

*"I'm chasing my dream of becoming a full-time professional driver, and I've loved every moment of the past 12 years working to make that dream a reality." - **Ayrton Houk***

Ayrton Houk's journey is built on passion, discipline, and a commitment to performing at the highest level, both on and off the track.

For partners, this is an opportunity to align with a driver who brings authenticity, professionalism, and a platform positioned for growth within one of motorsport's fastest-rising series.

Let's connect to explore how this platform can support your brand's marketing and business objectives.

CONTACT

AYRTON HOUK

Ayrton Houk Racing

317.410.2483 / amhouk@myninestar.net

SPONSORSHIP AGENT

BRIAN BONNER

President, Bonner Race Marketing

978.361.5295 / b.bonner@brmrace.com

DECK DESIGN BY:

Redline Ace
RACING GRAPHICS